



# Noland Farms, Inc.

Blue Mound, IL

2013 Volume 2

## Greetings

**G**reetings from our family at Noland Farms! Our family is passionate about agriculture, and we truly enjoy sharing with others the progressive practices, operational trials and tribulations, family updates and general information linked to our multi-generational family farm. As consumers of

our products, which all of us are, we feel strongly that it is our responsibility to educate and reassure the general public of our dedication to provide a stable, quality food supply through environmental stewardship and progressive farming practices.

## Spring Activities — Planting Between the Rains

**W**hat a difference a year can make! The drought of 2012 allowed for reduced yard mowing, but produced substantially lower corn yield. The abundance of rainfall in 2013 has presented its own unique set of challenges. Planting delays plagued much of the Midwest throughout this spring, and producers were faced with tight windows to complete much of their workload.

At Noland Farms, we utilized the GPS systems installed on our equipment to operate around the clock within the windows provided to work. Over these “24-hour periods,” the only planter stops were to reload

with seed, fuel and liquid starter fertilizer... and the occasional restroom break! Although one would prefer a more “sleep-friendly” work schedule, we fully understand the weather’s strong influence on the crop’s planting progress. We were blessed to have a great team effort from family and friends throughout the many planting windows.

As we shared in our previous newsletter, the time spent through the winter months that is typically allotted to delivering grain from our on-farm storage was focused on various systematic process improvements.

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With the challenges of this spring, the improvements could not have been implemented at a better time. The semi tanker that was purchased last summer allowed for increased tendering capacity during in-season crop spraying applications. This additional capacity requires fewer trips back to our liquid storage complex to reload with product.

For the spring of 2013, we designed and built a chemical induction system for our liquid fertilizer storage complex. This induction system allows us to blend different products together prior to loading our semi tanker. By blending products at our storage complex (a centralized location within the operational territory), sprayer efficiency in

the field has increased by 20 percent per day.

An additional spring process evaluated was our seed handling system. The corn and soybean seed is stored in our dry fertilizer shed, and then loaded into a seed tender destined for the planter in the field. In an effort to expedite the physical process of loading seed, we experimented with using our stainless steel, dry fertilizer conveyor to load the tenders. What an improvement! The capacity and speed of the conveyor led to a 75 percent reduction in load time and provided a safer process for loading the seed. As all of you in business clearly understand, the improved efficiency within your system's operation allows for the shift of time and labor to other important operations.

## **James Brokaw Receives First Noland Family Agricultural Scholarship**

**E**ight generations of our family have been fortunate to farm in our community, and we strongly feel that as agricultural producers, re-investing in our industry's future is imperative to long-term success. These factors encouraged us to establish the Noland Family Agriculture, Horticulture and Sciences Scholarship for a graduating student at Meridian High School in Macon, Ill. Although the monetary amount is just a fraction of current college costs, we hope the amount provides assistance to a struggling college student who will grow into an industry leader for agriculture.

We were thrilled at the quality of applicants, and excited to select James Brokaw as the first recipient. James, from a farm family in rural Blue Mound, will be entering the College of Agriculture at the University of Illinois in Champaign-Urbana. Candidates such as James easily reaffirm our commitment to an agricultural scholarship, and we wish him luck as he cheers on the Fighting Illini this fall!



## Now Planting Across Five Counties



Our farm has been fortunate to expand the geographical area in which we operate. This growth has blessed us with many new, valued relationships and provided a means to better manage our risk through planting crops across five counties in central Illinois. Throughout this spring, isolated rain showers would suspend field operations in a particular area. On multiple occasions, equipment was transported to a different area that had not sustained any rainfall. The ability to continue planting progress proved an invaluable asset this spring. With geographic growth and chal-



lenging weather patterns, we understand that an open mind to new opportunities and continued improvement must be the core focus for our family's farm future.

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**Current operational updates and new pictures are available on our website.**

**[www.nolandfarms.com](http://www.nolandfarms.com)**

## Farmland Investment

The current farmland market has provided exciting opportunities for those with current land holdings and individuals interested in purchasing a farm. We are excited to discuss investment opportunities!

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## Noland Farms, Inc

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**2013: Duane and Blake loading the planter with seed to plant corn.**



**1989: Duane and Blake taking the truck out for a spin.**



**1988: Neil and Duane planting soybeans.**

Our business strives to be a forward-thinking, early adopter of successful practices. Although we continually look to the future for improvement and emerging trends, our past experiences (positive and negative ones) provide great learning opportunities.

Our farm's official "Scrap Booker" is Erma Noland. The sheer volume of photos she has taken and cataloged in albums must have singlehandedly kept Kodak in business for years. We are fortunate to have her documenting so many of our "Kodak farming moments" over the past 50 years. The equipment has become much larger and those family members captured in the photos have acquired a few wrinkles, lost a little hair and gained a few pounds as one flips through the albums, but the faces still show the same enthusiasm for the job being done.

## "A Look Back"